

Sample Drop-in Newsletter Article

Background: The 2020 Census is underway, and it is critical that everyone in the American Indian and Alaska Native (AIAN) community is counted as census responses will inform funding for critical public services for the next 10 years. Below is a sample drop-in article that tribal leaders or advocates can include in their newsletters to further promote AIAN participation in the 2020 census.

Sample Article:

A CALL FOR AMERICAN INDIANS AND ALASKA NATIVES “TO DO OUR PART” IN THE 2020 CENSUS

Summer is typically powwow season across Indian Country, with people gathering to reconnect personally as well as culturally. But with safer-at-home orders due to the coronavirus, in-person powwows have been cancelled and a “Social Distance Powwow” has become a popular gathering place on social media.

Seeking to increase American Indian and Alaska Native participation in the 2020 Census, new radio and [television](#) advertisements stress the same message of coming together in challenging times.

“We dance for one another, for connection,” says the featured dancer who narrates the ads, which is airing on TV stations near reservations and on tribal radio stations.

“Together or even apart, we are resilient. The 2020 Census is here, and we need to do our part for our people.”

In the ad, the TV screen fills with images of dancers in their front yards and living rooms, just like videos shared on the Social Distance Powwow site on Facebook, which has grown to 200,000 members. The TV ad starts with a single drum beat and one dancer before bursting into a colorful kaleidoscope of others. The words echo like ripples that become waves growing ever stronger. They dance to a stylized drum beat from Apsaalooke (or Crow) tribal member Christian Parrish, who performs under the name Supaman. Parrish says he’s already heard from people who took the census after seeing the ad. The ads were created by an American Indian firm, G+G Advertising of Billings, Montana.

“There’s more unity right now,” said Parrish, whose music blends tribal culture with hip-hop. “Because of the virus, there’s a huge movement of dancing for healing, which is all

**Shape
our future
START HERE >**



positive. The (census) message itself adds to that. It adds to that good medicine, unity, standing up for who we are, being counted.”

Every 10 years, the Census Bureau counts everyone living in the United States. In 2010, American Indians and Alaska Natives who live on tribal lands had the largest estimated undercount of any population group. This historic trend reflects ongoing mistrust of the government in Indian Country. In the 2020 Census now underway, American Indian and Alaska Native response rates are again lagging, due in part to coronavirus-related delay affecting reservations and tribal lands.

It's important to know that responses are confidential and, by law, cannot be shared with tribal housing authorities or law enforcement. The statistics that are created from responses are used to inform billions of dollars in federal grants and programs every year that provide critical services and infrastructure to communities like schools, roads, and health clinics.

The Census Bureau has resumed its work where it is safe to do so and is now visiting every household that has not already responded to make sure they are counted. Census takers are hired from within Indian Country, and will follow local public health guidelines when they visit. If households haven't responded yet, it is easy to respond now instead of waiting for a census worker to knock on the door. If you choose, you can respond now online at 2020Census.gov, by mail, or by phone. The deadline to respond to the 2020 Census is when field operations are completed.

**Shape
our future
START HERE >**

